

## SUMMARY

The purpose of my thesis is to analyse watching medical dramas by professional medical stuff.

This thesis is composed of eight chapters, each of them dealing with different aspects of medical dramas and audiences. Chapter one is introductory describes the influence of media on society.

Chapter two is focused on the relation of media and audience. The chapter consists of five parts. Part one focuses on the definition of audience. Part two talks about randomly and purposely aggregated audiences. Part three addresses the issue of communication activity of audience. Part four investigates the relation between media and audiences. Part five describes four stadiums of evolution of audience.

Chapter three is subdivided into four parts and characterizes analytical approaches to audience and analysis of audience. Part one looks at behavioural structural approach. Part two focuses on structural approach. Part three talks about cultural approach. Part four focuses on analysis of audience.

Chapter four concentrates on the topic of fandom. This chapter is divided into six parts. In the first one I talk about fans in basic. The second part defines the term “fan” and third part defines “fandom”. In the next subchapters I talk about the division of fandom, fans, followers, cultists and enthusiasts.

Chapter five focuses on medical dramas. The chapter is subdivided into four parts. The first part deals with the influence on audience by medical drama. In the second part I talk about working with the characters in serials. The third part concentrates on production of serials. The fourth part focuses on success of serials.

In the second part of my thesis I focus on the survey I have done. In the first chapter I characterize the survey, its fulfilment and the demographic aspects of the respondents.

In the second chapter I analysed in detail the results of the survey in areas of: watching serials according to gender, professional position, medical branch, managing or subordinate

work position, age and the way of watching it. At the end of this chapter I summarize popular characters of the serials.

Conclusions are drawn in chapter three, where I summarise the results of the survey. The main aim of the thesis is to analyze the relationship of professional medical staff to medical drama.